

**AMENDMENTS TO THE CLAIMS**

**This listing of claims will replace all prior versions and listings of claims in the application:**

**LISTING OF CLAIMS:**

1. (previously presented): A digital watermark embedding method of embedding a digital watermark, which is a signal generated according to specific rules, into contents comprising digital data, the method comprising:

determining a timing before an end timing of said contents; and

setting an end timing of said embedded digital watermark in said contents at said determined timing.

2. (previously presented): The digital watermark embedding method according to claim 1, wherein a difference between the set end timing of said embedded digital watermark and the end timing of said contents corresponds to or is greater than a delay time in detecting said digital watermark.

3. (currently amended): A digital watermark embedding method of embedding a digital watermark, which is a signal generated according to specific rules, into a plurality of continuous contents comprising digital data, the method comprising:

determining a timing before a start timing of ~~current content of said first~~ contents; and

setting a start timing of said embedded digital watermark at said determined timing in ~~previous content of second contents prior to said first~~ contents.

4. (currently amended): The digital watermark embedding method according to claim 3, wherein a difference between the start timing of said embedded digital watermark and a start timing of said ~~current content~~ first contents corresponds to or is greater than a delay time in detecting said digital watermark.

5. (previously presented): A digital watermark embedding method of embedding a digital watermark, which is a signal generated according to specific rules, into a plurality of continuous contents comprising digital data, the method comprising:

determining a timing before a first change timing, wherein the first change timing is a timing at which adjacent contents are switched to current contents; and

setting a second change timing of said digital watermark in said adjacent contents at said determined timing.

6. (previously presented): The digital watermark embedding method according to claim 5, wherein in case that out of a plurality of continuous contents, copying is allowed for previous contents, the setting process sets a start timing of said embedded digital watermark in following contents that follow the previous contents, at a start timing of the following contents.

7. (previously presented): The digital watermark embedding method according to claim 5, wherein a difference between the second change timing of said embedded digital watermark

and the first change timing of said switch corresponds to or is greater than a delay time in detecting said digital watermark.

8. (previously presented): The digital watermark embedding method according to claim 1, wherein said digital watermark is data indicating that copying of said contents is allowed one time only, or is data indicating that copying of said contents is prohibited.

9. (previously presented): A digital watermark embedding apparatus that embeds a digital watermark, which is a signal generated according to specific rules, into contents comprising digital data, the apparatus comprising:

a determining device for determining a timing before an end timing of said contents; and  
a setting device for setting an end timing of said embedded digital watermark in said contents at said determined timing.

10. (previously presented): The digital watermark embedding apparatus according to claim 9, wherein a difference between the set end timing of said embedded digital watermark and the end timing of said contents corresponds to or is greater than a delay time in detecting said digital watermark.

11. (currently amended): A digital watermark embedding apparatus that embeds a digital watermark, which is a signal generated according to specific rules, into a plurality of continuous contents comprising digital data, the apparatus comprising:

a determining device for determining a timing before a start timing of ~~current content of~~  
~~said first contents~~; and

a setting device for setting a start timing of said embedded digital watermark at said  
determined timing in ~~previous content of~~ second contents prior to said first contents.

12. (currently amended): The digital watermark embedding apparatus according to  
claim 11, wherein a difference between the start timing of said embedded digital watermark and  
a start timing of said ~~current content~~ the first contents corresponds to or is greater than a delay  
time in detecting said digital watermark.

13. (previously presented): A digital watermark embedding apparatus that embeds a  
digital watermark, which is a signal generated according to specific rules, into a plurality of  
continuous contents comprising digital data, the apparatus comprising:

a determining device for determining a timing before a first change timing, where the  
first change timing is a timing at which adjacent contents is switch to current contents; and

a setting device for setting a second change timing of said digital watermark in said  
adjacent contents at said determined timing.

14. (previously presented): The digital watermark embedding apparatus according to  
claim 13, wherein in a case that out of a plurality of continuous contents, copying is allowed for  
previous contents, the setting device sets a start timing of said embedded digital watermark in  
following contents that follow the previous contents, at a start timing of the following contents.

15. (previously presented): The digital watermark embedding apparatus according to claim 13, wherein a difference between the second change timing of said embedded digital watermark and the first change timing of said switch corresponds to or is greater than a delay time in detecting said digital watermark.

16. (previously presented): The digital watermark embedding apparatus according to claim 9, wherein said digital watermark is data indicating that copying of said contents is allowed one time only, or is data indicating that copying of said contents is prohibited.

17. (previously presented): A computer-readable medium having an embedded digital watermark, which is a signal generated according to specific rules, that is embedded into contents comprising digital data,

wherein the digital watermark prevents a device from copying said contents or allows the device to copy said contents one time only, and

wherein an end timing of said embedded digital watermark in said contents is set before an end timing of said contents.

18. (previously presented): The computer-readable medium according to claim 17, wherein a difference between the end timing of said embedded digital watermark and the end timing of said contents corresponds to or is greater than a delay time in detecting said digital watermark.

19. (currently amended): A computer-readable medium having an embedded a digital watermark, which is a signal generated according to specific rules, that is embedded into a plurality of continuous contents comprising digital data,

wherein the digital watermark prevents a device from copying said ~~first~~ contents or allows the device to copy said contents one time only, and

wherein a start timing of said embedded digital watermark for ~~next content of said first~~ contents is set in ~~said second contents~~ prior t said first contents before a start timing of said ~~next content~~ first contents.

20. (currently amended): The computer-readable medium according to claim 19, wherein a difference between the start timing of said embedded digital watermark and the start timing of said ~~next content~~ the first contents corresponds to or is greater than a delay time in detecting said digital watermark.

21. (previously presented): A computer-readable medium having a digital watermark, which is a signal generated according to specific rules, that is embedded into a plurality of continuous contents comprising digital data,

wherein the digital watermark prevents a device from copying said contents or allows the device to copy said contents one time only, and

wherein a first change timing of said digital watermark in adjacent contents is set before a second change timing, where the second change timing is a timing at which the adjacent contents are switched to current contents.

22. (previously presented): The computer-readable medium according to claim 21, wherein in case that out of a plurality of continuous contents, copying is allowed for previous contents, a start timing of said embedded digital watermark in following contents that follow said previous contents is set at a start timing of the following contents.

23. (previously presented): The computer-readable medium according to claim 21, wherein a difference between the first change timing of said embedded digital watermark and the second change timing of said switch corresponds to or is greater than a delay time in detecting said digital watermark.

24. (canceled).

25. (previously presented): The digital watermark method according to claim 1, further comprising generating the watermark according to a pseudorandom noise series, where the pseudorandom noise series codes is added to each brightness value of picture elements of said contents.

26. (previously presented): The digital watermark embedding apparatus according to claim 9, further comprising a generating device for generating the watermark according to a pseudorandom noise series, where the pseudorandom noise series codes is added to each brightness value of picture elements of said contents.

27. (previously presented): The computer-readable medium according to claim 17, wherein the watermark is generated according to a pseudorandom noise series, where the pseudorandom noise series codes is added to each brightness value of picture elements of said contents.

28. (new): The digital watermark embedding method according to claim 3, wherein the first and second contents of the plurality of continuous contents is said digital data.

29. (new): The digital watermark embedding method according to claim 3, wherein said embedded digital watermark is invisible during viewing of the plurality of continuous contents.